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July 15, 2004

The Honorable Michael K. Powell
Federal Communications Commission
445 12th Street NW
Washington, D.C. 20554

Re: MB Docket No. 04-207

Dear Chairman Powell:

As the primary manager of Co-op City, one of the largest cooperative housing developments in the United States, I am very concerned about the ramifications of an a la carte scheme currently being debated in Washington on the tens of thousands of residents of Co-Op City who subscribe to cable television. These customers could be deprived of specialized programming, such as BET, Telemundo, TV One, and ESPN Deportes, that they enjoy today and want to continue to receive at reasonable prices in the future.

Under an a la carte regime, cable programming services would be purchased on a channel-by-channel basis rather than packaged together. This sounds appealing but the economics of the cable industry can not support this approach. Cable channels depend primarily on advertising revenue and the more subscribers a channel has, the more revenue it receives from advertisers and operator license fees. The program networks that appeal to the minority community would likely have fewer customers and, therefore, smaller revenues. As revenues go down, the programmer would have to pass on increased costs to the customer in the form of higher subscription fees. Given the probability that such program networks would be too expensive for many customers, the ultimate result will be the reduction or elimination of programming aimed at ethnic, minority, and foreign-language audiences. This would be a tragic loss to our residents and the public at large.

We believe that cable television will continue to grow and expand the programming options for diverse groups and specialized audiences if it continues to be able to offer its services in affordable, attractive packages. We therefore implore the government not to adopt a la carte regulation of the cable industry.

Sincerely,



Marion Scott